

ABSTRACT

The online grocery shopping service allows users to order daily necessities, such as vegetables and other groceries, using an online application. Happyfresh and Tukangsayur.co are examples of online grocery shopping in Indonesia. The Tukangsayur.co application implements an update system on products and prices at any time in Indonesia, has a wider range of senders but the application does not. Tukangsayur.co has fewer users at 150,000, while Happyfresh has 1,500,000 users. In this study, measurements will be made of two applications, namely Happyfresh and Tukangsayur.co using the Technology Acceptance Model to determine acceptance and make comparisons on the two applications. The method used in this research is quantitative method with non-probability sampling technique with 400 Happyfresh respondents and 400 Tukangsayur.co respondents.

Data collection is done by distributing questionnaires to respondents and then analysis will be carried out using the Partial Least Square-Structural Equation Model (PLS-SEM) technique on the Technology Acceptance Model based on the constructs Perceived Ease of Use, Perceived Usefulness, Attitudes toward Using and Behavioral Intention to Use on users. Happyfresh and Tukangsayur.co.

The results of this study indicate that the Perceived Ease of Use variable has a positive effect on the Perceived Usefulness variable in the Happyfresh and Tukangsayur.co applications. The Perceived Usefulness variable has a positive effect on the Attitudes toward Using variable in the Happyfresh and Tukangsayur.co applications. The Perceived Ease of Use variable has no effect on the Attitudes toward Using variable in the Happyfresh and Tukangsayur.co applications. The Attitudes toward Using variable has a positive effect on the Behavioral Intention to Use variable in the Happyfresh and Tukangsayur.co applications. The Perceived Usefulness variable has a positive effect on the Behavioral Intention to Use variable on the Happyfresh application, while it has no effect on the Tukangsayur.co application. The variables Perceived Usefulness and Behavioral Intention to Use are influenced by the Attitudes toward Using variables in the Happyfresh and Tukangsayur.co applications.

Suggestions for Happyfresh given by the author are to increase Perceived Ease of Use, Attitudes toward Using, while for Tukangsayur.co to increase Perceived Ease of Use, Perceived usefulness and Attitudes toward Using.

Keywords: Technology Acceptance Model, grocery shopping, Perceived Ease of Use, Perceived usefulness, Behavioral intention to use.